

Message Text

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STATE/EB/CBA/JDMCLOUGHLIN(SUBS)

----- 021577

R 042222Z JAN 74

FM SECSTATE WASHDC

TO AMEMBASSY ABU DHABI

AMEMBASSY AMMAN

AMEMBASSY BEIRUT

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

AMCONSUL DHAHRAN

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KUWAIT PASS DOHA

E.OJN 11652: N/A

TAGS: BEXP, TC, JO, LE, SA, KU, BA

SUBJECT: MARKET RESEARCH

REF: STATE A-9312, 11/12/73

1. WE PROPOSE SEND MARKET RESEARCH OFFICER (MRO) FROM
COMMERCE'S NESA DIVISION TO AREA FOR ABOUT TWO MONTHS TDY
BEGINNING LATTER PART FEBRUARY. WILL DETERMINE PRODUCTS
AND COUNTRIES FOR RESEARCH ON BASIS POST RESPONSES THIS
MESSAGE AND COMMERCE STAFF RESOURCES. PURPOSE OF PROPOSED
RESEARCH TO ASSESS APPROPRIATENESS OF CERTAIN PREVIOUSLY
DISCUSSED PRODUCT THEMES FOR FY 1975 PROMOTION AND PROVIDE
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RATIONAL BASIS FOR PROGRAM PLANNING BEYOND BY 1975. POSTS

MAY NOTE ALL FOUR OF PRODUCT CATEGORIES RESEARCHED BY MRO

LOUGHLIN IN SPRING 1973 IN SAUDI ARABIA, KUWAIT, UAE, AND QATAR BECOME SUBJECTS OF PROMOTION EVENTS IN INITIALLY PROPOSED FY 1975 EVENTS SCHEDULE (STATE A-5961) AND WILL BE INCLUDED, WITH CERTAIN PRODUCT MIX MODIFICATIONS, IN REVISED EVENTS PROGRAM TO BE FORWARDED SHORTLY.

2. MRO WILL STUDY PRODUCTS SELECTED WITH POSTS' ASSISTANCE AS HAVING BEST POTENTIAL FOR INCREMENTAL NEAR-TERM SALES. FOLLOWING SEVEN PRODUCT CATEGORIES LISTED FOR POST CONSIDERATION WERE SUBJECT OF POST RECOMMENDATIONS IN:

(1) BEIRUT A-009, 1/18/73 AND KUWAIT A-163, 11/15/72 IN RESPONSE STATE A-8356 OF AUGUST 1972 REQUESTING PRODUCT PRIORITY LISTS; AND (2) PRIORITIES FOR MARKET RESEARCH REPORTED KUWAIT 513, ABU DHABI 233, MANAMA 50, DHAHRAN 100, JIDDA 553, AND BEIRUT 1458 IN RESPONSE DEPTTEL 19519 OF 2/1/73.

1. BUSINESS EQUIPMENT AND SYSTEMS
2. SMALL INDUSTRIAL AND COMMERCIAL COMPUTERS
3. SPORTS AND RECREATION EQUIPMENT
4. FOOD PROCESSING AND PACKAGING INDUSTRIES EQUIPMENT
5. INDUSTRIAL REGULATING AND CONTROL INSTRUMENTATION
6. SCIENTIFIC AND LABORATORY INSTRUMENTATION
7. POLLUTION CONTROL INSTRUMENTATION AND EQUIPMENT

ACTION REQUESTED: POSTS REQUESTED ASSESS APPROPRIATENESS OF ABOVE CATEGORIES IN RESPECTIVE COUNTRIES OR RECOMMEND ALTERNATE THEMES THEY FEEL HAVE GREATER IMMEDIATE POTENTIAL (KUWAIT PLEASE RESPOND FOR QATAR). PLEASE RANK CATEGORIES IN ORDER PRIORITY FROM STANDPOINT MARKET POTENTIAL, TIMING AND PERISHABILITY OF MARKET OPPORTUNITIES, AND PROMOTABILITY. GIVE BRIEF NARRATIVE EXPLANATION OF RATIONALES FOR RANKINGS AND, IF POSSIBLE, ROUGH DOLLAR ESTIMATES OF MARKET POTENTIAL. ON BASIS THESE RESPONSES NE-SA DIVISION WILL SELECT THREE OR FOUR CATEGORIES FOR RESEARCH. RESPONSES SHOULD BE SENT TELEGRAPHICALLY IF NECESSARY TO REACH COMMERCE BY JAN 31 IN ORDER ALLOW NECESSARY ADVANCE PLANNING BY MRO. POSTS WILL BE INFORMED OF PRODUCTS FOR RESEARCH, MRO ITINERARY, AND EXTENT OF POST SUPPORT NEEDED.

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FOR ABU DHABI, BEIRUT, JIDDA, KUWAIT: POSTS MAY BY NOW HAVE ALREADY RESPONDED REPAIR REQUESTING UPDATING OF PRODUCT PRIORITY LISTS. WE RECOGNIZE THIS EXERCISE MAY COMPLEMENT IN CONSIDERABLE DEGREE PREPARATION OF RECOMMENDATIONS REQUESTED HERE, BUT LISTS MAY NOT NECESSARILY BE IDENTICAL. PRODUCT CATEGORIES LISTED AS "PRIORITY" IN REPLIES REPAIR ON BASIS MARKET POTENTIAL AND PROMOTABILITY MAY NOT NECESSARILY BE CONSIDERED APPROPRIATE FOR

OR REQUIRING DETAILED RESEARCH, (E.G., (1) U.S. PRODUCTS LONG ENTRENCHED IN MARKET (E.G., CONSTRUCTION AND AIR CONDITIONING MACHINERY, AIRCRAFT PARTS AND ACCESSORIES); AND (2) PRODUCTS FOR BASIC INFRASTRUCTURE FOR WHICH CONSUMER UNIVERSE LIMITED TO GOVERNMENT AGENCIES (E.G., COMMUNICATIONS EQUIPMENT, ELECTRIC POWER GENERATING AND SWITCHING EQUIPMENT, HEALTH CARE EQUIPMENT). IN CASES OF OVERLAP, HOWEVER, POSTS MAY CHOOSE IN TRANSMITTING MARKET RESEARCH RECOMMENDATIONS TO REFERENCE NARRATIVE IN THEIR RESPONSES TO REFAIR, PROVIDED LATTER ARE TRANSMITTED IN TIME REACH WASHINGTON BY JANUARY 31.

FOR AMMAN, DHAHRAN, AND MANAMA: NE-SA WILL FORWARD UNDER SEPARATE COVER COPIES OF REFAIR FOR YOUR POSSIBLE USE AS GUIDELINE FOR PREPARING MARKET RESEARCH RECOMMENDATIONS REQUESTED ABOVE. FOR AMMAN AND MANAMA ONLY: PRODUCT PRIORITY LIST REQUIREMENT IS LEVIED ONLY ON "TARGET" COUNTRIES UNDER COMMERCE TARGETING PROGRAM. ON HIS VISIT MRO WILL DISCUSS WITH POSTS USEFULNESS THEIR PREPARING AND REGULARLY UPDATING PRODUCT PRIORITY LISTS ON VOLUNTARY BASIS AS AID TO PROMOTION PLANNING.
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